



PRSA MONTANA'S ANNUAL

# 2023 IGNITE CONFERENCE

COMMUNICATIONS | PR | MARKETING

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OCTOBER 8-10

**DOUBLETREE HOTEL**  
**MISSOULA, MT**

PRESENTED BY

**THE ABBI  
AGENCY**

# MEET THE BOARD



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# INTRODUCTION

## PRSA FACTS

The nation's largest professional organization serving the communications community.

**400**

Chapters across  
the globe

**75**

Years serving  
members

**30k**

Members  
worldwide

## ABOUT PRSA

The Public Relations Society of America (PRSA) is the nation's largest professional organization serving the communications community. PRSA's mission is to "*make communications professionals smarter, better prepared and more connected through all stages of their career.*" PRSA breathes life into this mission daily by offering members online tools and resources, networking opportunities, access to a multitude of developmental options across the U.S. and more. Collectively, PRSA's membership is comprised of 30,000+ communications professionals representing nearly every industry.

The **Montana Chapter** supports those looking to develop new skills, enhance their credibility and connect with a network of vibrant communicators, marketers and PR professionals. Established in 1996 and re-launched in 2018, the Montana Chapter has seen routine membership growth. As a result, it is becoming a common thread among communications and PR professionals under the Big Sky.

## MISSION

PRSA's mission is to make communications professionals smarter, better prepared and more connected through all stages of their career.

# CONFERENCE AGENDA

## MONDAY, OCTOBER 9

All sessions will take place in Room #1  
unless otherwise noted for breakout sessions.

**7 - 7:45 A.M.**

**Registration**

Pre-function space

**7 - 7:45 A.M.**

**Breakfast Buffet\***

Russell/Lewis/Clark - Room #1

\*Breakfast is included with your registration

**8 - 8:10 A.M.**

**Conference Welcome**

**Kelsey Lodge**, PRSA Montana President-elect and 2023 Conference Chair

**8:10 - 8:15 A.M.**

**Presenting Sponsor Welcome**

**Lauren Meckstroth**, Vice President of Public Relations,



**8:15 - 9:15 A.M.**

**Keynote - Personal Values That Drive Career Success**

**Kari Dilloo**, Director, Microsoft 365 Small-Medium Business at Microsoft

**9:15 - 9:30 A.M.**

**Break**

# CONFERENCE AGENDA

## MONDAY, OCTOBER 9

All sessions will take place in Room #1  
unless otherwise noted for breakout sessions.

### 9:30 - 10:30 A.M. - BREAKOUT SESSION #1

ROOM #2

#### **Taking the SUCK out of Successful Public Relations: Managing and Avoiding Burnout**

**Kristine Fife**, Senior Account Executive, Big Sky Public Relations

Familiar with the unique demands of a public relations career, Kristine will share personal struggles with stress and burnout and how she focuses on the good to find increased joy in her work.

ROOM #3

#### **The Power of Connection: Strengthening Relationships through Communication**

**Candace Carr Strauss**, Vice President of Marketing and Communications, Montana Chamber of Commerce

Communication is crucial to organizational success. Open and transparent internal communication builds trust, aligns goals and enhances problem-solving. For external audiences, it deepens loyalty and encourages engagement with the brand. In this session, learn how to foster connections with multiple audiences and work towards a collaborative, innovative and positive organizational culture.

### 10:30 - 10:45 A.M.

Break

# CONFERENCE AGENDA

## MONDAY, OCTOBER 9

All sessions will take place in Room #1  
unless otherwise noted for breakout sessions.

### 10:45 - 11:45 A.M. - BREAKOUT SESSION #2

ROOM #2

#### **Cybersmart On The Go**

**Brian Kelly**, Help Desk Manager, Univision

Ensuring the safety of personal and professional technological data is crucial. From digital security best practices to situational awareness techniques, Brian will delve into the intricacies of safeguarding private information. This session will equip attendees with the tools to more confidently identify risks, implement safety measures and make informed decisions while on the go.

ROOM #3

#### **How Are You? Managing Personal Wellness, Stress and Relationships In The Workplace**

**Betty Higgins**, Behavioral Therapist and Owner, Clearview Consulting

We live in unprecedented times with stress levels and overwhelm at an all-time high. Health is declining while anger, depression and anxiety rise. Now more than ever, understanding and focusing on self-care is important, and is shown to decrease stress, improve relationships and increase productivity. Join Betty to learn simple mindfulness techniques to help you feel better, maintain healthier relationships and create a better work-life balance.

# CONFERENCE AGENDA

## MONDAY, OCTOBER 9

All sessions will take place in Room #1  
unless otherwise noted for breakout sessions.

**11:45 A.M. - 12:15 P.M.**

**Lunch Buffet\***

\*Lunch is included with your registration

**12 - 12:15 P.M.**

**Hosted Lunch**

**Alyson Eggart**, PRSA Montana President

**12:15 - 1:15 P.M.**

**When Rock Solid Foundations Meet Total Fluidity: How Brand  
Storytelling Is Evolving**

**Kevin Keohane**, Brand and Strategy Director, PartnersCreative

**1:15 - 2:15 P.M.**

**Representation Matters**

**Clark Stirgus**, Senior Director, Justice, Equity, Diversity, and Inclusion,  
Riverstone Health

**2:15 - 2:30 P.M.**

**Break**

# CONFERENCE AGENDA

## MONDAY, OCTOBER 9

All sessions will take place in Room #1  
unless otherwise noted for breakout sessions.

**2:30 - 3:30 P.M.**

### **Crisis Management: Plan like a Park Ranger**

**Gina Icenoggle**, Public Information Officer, Glacier National Park

**3:30 - 3:45 P.M.**

Break

**3:45 - 4:45 P.M.**

### **Brands, Social and People: The Importance of Authenticity in an Ever-Changing Social Media Landscape**

**Saskia Boogman**, Director of Social and Content, Kampgrounds of America, Inc. (KOA)

**4:45 - 5 P.M.**

Break

**5 - 5:30 P.M.**

### **Surprise Closing Session**

**Sponsored by**





# CONFERENCE AGENDA

## TUESDAY, OCTOBER 10

All sessions will take place in Room #1  
unless otherwise noted for breakout sessions.

**8 - 8:45 A.M.**

### **Breakfast with the Board\***

Room #1

\* Breakfast is included with your registration. All attendees are invited to join representatives from the PRSA Montana Board for coffee, breakfast and conversation.

**9 - 10 A.M.**

### **Attitude Is Everything: Achieve Personal and Professional Success with a Positive Mindset**

**Dave Nordel**, CMSgt, USAF (ret.), RN, BSN, Owner, Max Fab Consulting

**10 - 11 A.M.**

### **Managing Conflict in a Polarized World**

**Sherry Liikala**, Senior Lecturer, Marketing Principles, Strategic Management and International Business, College of Business, University of Montana

**11 - 11:15 A.M.**

**Break**

# CONFERENCE AGENDA

## TUESDAY, OCTOBER 10

All sessions will take place in Room #1  
unless otherwise noted for breakout sessions.

**11:15 A.M. - 12:15 P.M. - BREAKOUT SESSION**

ROOM #1

### **Brand YOU: Creating, Expressing and Owning Your Personal Brand**

**Dr. Cheryl Minnick**, Director of Career Success, College of Humanities & Sciences, University of Montana

What does your personal brand say about you? Dr. Minnick will guide you on creating, building, and elevating your professional brand in and out of the workplace. From a polished LinkedIn profile to an executive-level resume, how is your worth recognized, differentiated and aligned with your company's mission and your personal values? This session will help you understand what it takes to put your best self forward.

ROOM #2

### **Let Me Entertain You: Content Marketing, PR and Digital Media**

**Scott Richman**, General Manager, Townsquare Media

Compelling content and storytelling help organizations define their brand and mission effectively while engaging their target audience. As the media landscape seemingly changes overnight, media groups have begun using Instagram Reels, streaming TV, TikTok, Snapchat and other platforms to effectively communicate their message. Join Scott as he dives in.

# CONFERENCE AGENDA

## TUESDAY, OCTOBER 10

All sessions will take place in Room #1  
unless otherwise noted for breakout sessions.

**12:15 - 12:30 P.M.**

**Lunch Buffet\***

\*Lunch is included with your registration

**12:30 - 1:30 P.M.**

**Baking Public Relations into a Marketing Strategy**

**Edward Moore**, Founding Partner and CEO, 116 & West

**1:30 - 1:45 P.M.**

**Break**

**1:45 - 2:45 P.M.**

**Closing Keynote - Crisis Management When The World is Watching**

**Chris Thomas**, President, Intrepid Agency

**2:45 - 3 P.M.**

**Closing and Door Prizes\***

\*Must be present to win

# PRESENTER BIOS

In order of appearance



**KARI DILLOO**

## **Director, Microsoft 365 Small-Medium Business, Microsoft**

Kari is a fifth-generation Montanan raised in Fairfield, MT. In 1997, Kari graduated from the University of Montana College of Business with a marketing degree and a communications minor. She has built an impressive career in the Seattle area working in marketing communications for Xbox, Expedia, Redfin and L'Oréal, before bridging into business and retail category management for Xbox North America and Microsoft 365 Americas. In her current position, Kari oversees the Microsoft 365 direct business for small and medium businesses worldwide, responsible for global business revenue management, product, and go-to-market strategy.

Kari has amassed expertise in key facets of marketing communications, including brand and integrated marketing strategy, experiential marketing, influencer marketing, social media, crisis planning, corporate, industry and consumer PR, executive and internal communications, and media relations.



**KRISTINE FIFE**

## **Senior Account Executive, Big Sky Public Relations**

Kristine holds a Bachelor of Arts in Organizational Communications and a Master of Science in Public Relations from Montana State University-Billings. Kristine is an advocate at heart. Her work in higher education with individuals with disabilities provided a unique perspective on how others see and navigate the world. This perspective allows her to see situations from all sides and provide empathy and consideration to many points of view. A proven collaborator, Kristine is committed to bringing all parties to the table to work together to solve even the most complex problems. In addition, she is a lover of lists and planners. To Kristine, there is no greater satisfaction than a job well done and done on time.



**CANDACE CARR  
STRAUSS**

## **Vice President of Marketing and Communications, Montana Chamber of Commerce**

Candace provides vision, voice and value, garnered from 30+ years harnessing the power of connection to consistently deliver results. Having held influential positions in various organizations, including the Sedona Chamber of Commerce and Tourism Bureau, the Big Sky Chamber, Visit Big Sky, Museum of the Rockies, Houston Symphony, Destination DC, Washington Redskins, Ringling Bros. & Barnum & Bailey and Disney on Ice, Strauss has leveraged her capacity to communicate effectively to build community. In addition, her ability to collaborate with stakeholders and drive change has been instrumental. Strauss holds a B.S. in Business from Miami University of Ohio, with Spanish, Greek, and Danish language proficiency. Her international experience and language skills have further enhanced her ability to connect with diverse audiences and navigate global markets.



**BRIAN KELLY**

## Help Desk Manager, Univision

Brian is a senior network engineer and the Help Desk Manager at Univision Computers. Since 1989, Univision Computers has provided IT solutions across various sectors in the Northwest. Since 2015, Brian has implemented and maintained networks for many Univision clients. In addition, he oversees the help desk team to ensure customers receive quality, timely support.

Before joining Univision, Brian lived in Nevada and taught high school biology, chemistry, physics, leadership and botany. He was also the head track coach and student council leader. Brian is passionate about inspiring young minds and fostering a love of science. Brian holds a bachelor's degree in biology education from the University of Montana, where he graduated with a President's Award for academic excellence.



**BETTY HIGGINS**

## Behavioral Therapist and Owner, Clearview Consulting

Betty is a registered behavioral therapist, master neuro-linguistic programming practitioner, sports enhancement and life coach, Accunet® energy system practitioner and BodyIntuitive energy healing practitioner.

Betty has over three decades of experience in business management, education and coaching. Since the early 2000s, she has run a successful private practice in downtown Missoula, Montana, using behavioral techniques and healing modalities in her work.



**KEVIN KEOHANE**

## Brand and Strategy Director, PartnersCreative

Kevin has worked at the intersection of people, brand and technology for 30 years and has worked successfully with some of the world's leading brands – including Astra Zeneca, BBC, Coca-Cola, Deloitte, EY, MARS and many more. He is the author of Brand & Talent and The Talent Journey, both books about building brands from the inside out.

Currently he advises clients on their brand strategy, competitive positioning, and visual and verbal identities. Kevin places a strong emphasis on having a clear and robust brand identity foundation on one hand and a deep understanding of technologies like artificial intelligence, machine learning and social media on the other.



**CLARK STIRGUS**

## Senior Director, Justice, Equity, Diversity and Inclusion, Riverstone Health

Clark is passionate about giving a voice to and instilling confidence in the historically marginalized. He focuses on breaking stereotypes and educating about the diverse needs of those often considered "other."

A self-proclaimed disruptor, Clark says he is "*Uniquely me. Striving toward a more equitable future.*"



**GINA ICENOGGLE**

## Public Information Officer, Glacier National Park

Gina assumed the position of Public Information Officer (PIO) and Management Assistant at Glacier National Park in May 2020. As PIO, she handles internal and external communications and media relations. She also acts as the Freedom of Information Officer and liaison between the park and private landowners inside the park. Before joining Glacier National Park, Gina worked for the USDA Natural Resources Conservation Service for 30 years in public affairs and private-land conservation in Montana, Missouri, Oregon, Hawaii, Alaska and Washington.

Gina earned a B.A. in Mass Communication and Public Information at Montana State University and competed as a student-athlete on MSU's rodeo team. She also has a B.S. in General Agriculture from Oregon State University.

Gina is a Blackfeet descendant and grew up on her family ranch near Del Bonita, MT, on the Blackfeet Indian Reservation. Gina enjoys helping at the ranch and competing in rodeos as a breakaway roper in her free time.



**SASKIA BOOGMAN**

## Director of Social and Content, Kampgrounds of America (KOA)

Born and raised in Billings, Montana, Saskia is now an acclaimed social media and external content creator. As the Director of Social and Content for Kampgrounds of America, Inc. (KOA), Saskia has overseen KOA's social media and consumer content since 2016. In her role, she manages the end-to-end strategy for a social following of 1.5 million campers, as well as millions of loyal blog readers. Saskia previously held the role of Director of Public Relations at KOA, and managed all aspects of the organization's media relations, social and content creation.



**DAVE NORDEL**

CMSGT, USAF (RET.),  
RN, BSN, MS

## Motivational Leadership Coach and Speaker Owner, Max Fab Consulting and One Man with a Plan

Dave is a retired U.S. Air Force Command Chief Master Sergeant, registered nurse and emergency manager. Dave grew up in a rural dairy farming community in Northern California, leaving home at 19 to join the Air Force. During his 30+ years of service, Dave served as a medic in Saudi Arabia, Somalia, South America, Iraq, Korea, Japan and Hungary. He ascended through the ranks, completing his service as a Senior Enlisted Leader for all nuclear missile forces in the U.S.

Dave owns Max Fab Consulting and uses his experience to guide his work as a motivational leadership coach and speaker. He also owns One Man with a Plan, a disaster management consulting agency, and has led city, government and other established organizations through disaster response situations.



**SHERRY LIIKALA**

## Senior Lecturer, Marketing Principles, Strategic Management and International Business, University of Montana, College of Business

Sherry is a Senior Lecturer at the University of Montana. Her areas of instruction at the The University of Montana - College of Business primarily include strategic management, international business and leadership. She also serves as the academic advisor for the International Business program.

Before joining the University in 2003, Sherry held various senior positions spanning several industries. She was a co-founder and Senior Partner for Meridian Strategies, a highly reputable market research and strategy development firm. Sherry was also the Director of Marketing for a bio-defense company, leading technology and product development processes and product launches, executing global partnership agreements, and raising angel and venture capital investments.

Sherry also has an impressive background in international banking and trade finance. She was an international trade negotiator for Key Bank International and later for PACCAR International (the manufacturer of Kenworth and Peterbilt trucks), where she was responsible for structuring and executing over \$85 million worth of international business, including business deals with Russia, the Middle East, Europe, Africa, South America and the Pacific Rim.



**SCOTT RICHMAN**

## General Manager, Townsquare Media

Scott is the Market President for Townsquare Media (Missoula), overseeing operations, content programming and sales for their cluster of nine radio stations in Western Montana. Scott has 30+ years of strategic and general management experience working for premium music, sports and entertainment media companies. Before relocating to Missoula in 2013, Scott worked as an Emmy, NAACP and AFI award-winning executive and producer in New York. He produced projects for Sony/BMG, AOL, Madison Square Garden, HBO, Harper Collins Publishing, Simon and Schuster and the Lou Reed Estate, to name a few.

Scott has an extensive leadership background, leading multi-disciplinary teams, including sales, operations, business strategy, programming, consumer marketing and new product research and development.



**DR. CHERYL MINNICK**

## Director of Career Success, University of Montana, College of Humanities & Sciences

Cheryl is the Director of Career Success for the College of Humanities & Sciences at the University of Montana. A certified career management subject matter expert, she is a twice-certified master resume writer with resumes, cover letters, and career guidance featured on CNBC College Voices, LinkedIn Top Voices, Career Confidant Voice America, and in more than a dozen books.

If you asked Cheryl what her personal brand is, she'd say: *"Connecting professionals and new grads to careers of passion and purpose by helping each chart their unique path and write about their future."*



**EDWARD MOORE**

## Founding Partner and CEO, 116 & West

Edward Moore is the CEO and Founding Partner of 116 & West, a full-service marketing agency serving the Pacific Northwest from offices in Boise and Eugene, ID. and Spokane, WA. Moore has 35 years of advertising and PR experience, specializing in account management and campaign and media planning. In addition, he has won awards for his work in broadcast copywriting, production and directing.

As a high school senior, Moore launched his first business at just 17 years old. Eventually, his creativity, determination and dedication to his craft would earn him the distinguished American Advertising Federation Silver Medal, which recognizes individuals who have made outstanding contributions to advertising and have furthered industry standards, creative excellence and social responsibility.

Throughout his career, Edward has been an active member of his community. He has served on multiple boards, including Boise Advertising Federation, Idaho Advertising Federation and the University of Idaho College of Letters Arts and Social Sciences advisory board.

Moore is a 1990 University of Idaho graduate with a Bachelor of Science in Advertising and a minor in Marketing.



**CHRIS THOMAS**

## President, Intrepid Agency

Chris Thomas is a writer, speaker, communications professional and small business owner. As President of Intrepid, a communications agency, Thomas uses his nearly three decades of experience developing and executing campaigns for clients, including Fortune 500 companies, government agencies, professional sports teams and technology firms.

Chris has managed 300+ crises in his career and is most notably recognized for his work as the publicist for Elizabeth Smart's family during the 10 months of her abduction and eventual rescue. He writes about his experience in the book *Unexpected: The Backstory of Finding Elizabeth Smart and Growing Up in the Culture of American Religion*, distributed by Simon & Schuster.

A popular public speaker, Thomas has presented to audiences around the globe, including speaking arrangements in Puerto Rico, Brussels and Hong Kong. He earned a degree in communication at Westminster College, where he has been invited to teach master's classes on crisis communication.

For more information, visit [ChrisThomasConnects.com](http://ChrisThomasConnects.com).



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